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**The main directions of socio-economic development of New Uzbekistan: problems and solutions**

MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATION OF THE REPUBLIC OF UZBEKISTAN

JIZZAKH BRANCH OF THE NATIONAL UNIVERSITY OF UZBEKISTAN NAMED AFTER MIRZO ULUGBEK

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# The main directions of socio-economic development of New Uzbekistan: problems and solutions collection of materials of the international scientific and practical conference on the topic

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Jizzakh-2024

Department of Economics and tourism of Jizzakh branch of the National University of Uzbekistan named after Mirzo Ulugbek
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**Editors in charge:** DSc.prof. Turakulov O.X., PhD. O'ralov A.I.

In the collection of materials of the conference, the role and role of Science, Education and production in the era of globalization, the pressing problems of the issues of interaction of these processes, feedback on their solutions were presented by mature specialists of the field.

In addition, research on the scientific and practical topic, carried out in the economics, Exact Sciences, Natural Sciences and socio-humanities during the globalization period, information is presented in the scientific and practical fields, which includes the latest innovative technologies in the fields of production.

It can be argued that this collection is one of the specific intersections of current thoughts and innovative ideas of the world of science. This scientific and practical conference was actively attended by professors and scientific researchers engaged in scientific research in Uzbekistan and foreign countries. In increasing the position of the scientific and practical conference, the professors and teachers of domestic and foreign higher educational institutions made a significant contribution.

Professors and teachers of foreign higher educational institutions who actively participated in the work of the conference made a worthy contribution to the high level of interaction with scientists of our country. The processes of international cooperation with foreign countries and exchange with them in the field of Science in the era of globalization have a positive effect on the development of Higher Education, the fields of Science and production. The materials of this conference are special in that they include a wide range of research, from theoretical developments to practical solutions, demonstrating the diversity of approaches and directions in this area.

In conclusion, it should be noted that this scientific and practical conference will be a very useful collection for everyone who is interested in modern research in the fields of further development of Higher Education, Science, Education and production in the era of globalization. The authors are responsible for the content and quality of the articles and abstracts included in the collection.

# YANGI TOVAR ISHLAB CHIQARISH STRATEGIYASI




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**Annotatsiya:** Ushbu ilmiy maqola yangi tovar ishlab chiqarish strategiyasining muhim aspektlarini o‘rganadi. Maqola yangi mahsulotni bozorga chiqarish jarayonida qo‘llaniladigan asosiy strategiyalar, metodlar va usullarni tahlil qiladi. Yangi tovar ishlab chiqarishning samarali strategiyasini yaratish uchun zarur bo‘lgan bozordagi ehtiyojlarni tahlil qilish, raqobatchilarni o‘rganish, innovatsiyalarni joriy etish va marketing kommunikatsiyalarini rejalashtirish kabi jihatlar muhokama qilinadi. Maqola yangi mahsulotlarni ishlab chiqarish jarayonida yuzaga keladigan muammolar va ularni hal qilish uchun ko‘rilgan chora-tadbirlar haqida ham ma'lumot beradi. Yangi tovar ishlab chiqarish strategiyasini ishlab chiqish va amalga oshirishda muvaffaqiyatga erishish uchun kompaniyalarga kerakli tavsiyalar taqdim etiladi.

**Kalit so‘zlar:** Yangi tovar, mahsulotni rivojlantirish, innovatsiyalar, bozor tahlili, raqobatbardoshlik, marketing strategiyasi, mahsulot hayotiy tsikli, ishlab chiqarish strategiyasi, yangi mahsulot yaratish.

## Kirish

Yangi tovar ishlab chiqarish strategiyasi – bu kompaniyaning yangi mahsulot yoki xizmatlarni yaratish, ishlab chiqarish va bozorga chiqarish jarayonida qo‘llaniladigan uzoq muddatli yondashuv va metodlarning majmuidir. Tovar yaratish va uni muvaffaqiyatli ishlab chiqarish nafaqat innovatsion fikrlashni talab qiladi, balki bozorni chuqur tahlil qilish, iste'molchilar ehtiyojlarini anglash va raqobatchilarni o‘rganish kabi jarayonlarni ham o‘z ichiga oladi. Yangi mahsulotlar bozorda o‘z o‘rnini topish va kompaniyaning iqtisodiy muvaffaqiyatini ta'minlash uchun muhim vositadir. Ushbu maqolada yangi tovar ishlab chiqarish strategiyalarini, ularning muvaffaqiyatli bo‘lish shartlarini va bozordagi o‘zgaruvchan talabga javob berish usullarini tahlil qilamiz.

## Yangi tovar ishlab chiqarishning muhim asoslari

### 1. Bozorni tahlil qilish

Yangi mahsulotni ishlab chiqishdan oldin bozorni to‘liq tahlil qilish muhimdir. Bu jarayon raqobatni, iste'molchi talablarini, tendensiyalarni va bozor ehtiyojlarini aniqlashni o‘z ichiga oladi. Bozor tahlili yordamida kompaniyalar qaysi tovarlarga ehtiyoj borligini, raqobatchilarning kuchli va zaif tomonlarini va bozor segmentlarining o‘ziga xos xususiyatlarini bilib olishlari mumkin.

### 2. Innovatsiyalar va texnologiyalarni joriy etish

Yangi mahsulot ishlab chiqarishda innovatsiyalarni qo‘llash zarurati ortib bormoqda. Yangi texnologiyalar va ilmiy yutuqlar, kompaniyaga mahsulotni sifatli, samarali va raqobatbardosh qilishda yordam beradi. Innovatsiyalar mahsulotni yaxshilash, yangi funktsiyalarni qo‘shish yoki bozorda yangilik yaratish imkonini beradi.

**3. Mahsulot hayotiy sikli**

Har bir mahsulotning bozor va kompaniya uchun qiymati vaqt o‘tishi bilan o‘zgaradi. Mahsulot hayotiy tsikli (PLC - Product Life Cycle) — bu mahsulotning bozorga chiqishidan tortib, uni rad etilguncha bo‘lgan davrni tasvirlaydi. Yangi mahsulot ishlab chiqarish strategiyasi mahsulotning barcha hayotiy bosqichlarini hisobga olishi kerak, jumladan:

- **Kirish bosqichi**: mahsulotni bozorga kiritish va dastlabki reklama.
- **O‘sish bosqichi**: mahsulotning bozordagi o‘sishini qo‘llab-quvvatlash, savdoni oshirish.
- **To‘xtash bosqichi**: mahsulotning doimiyligini ta'minlash yoki o‘zgartirish.
- **Kamayish bosqichi**: mahsulotni bozorgan to‘xtatish yoki o‘rnini yangilanishi.

**4. Raqobatni o‘rganish**

Raqobatchilarning mahsulotlarini o‘rganish va ular bozorning qanday segmentlarida muvaffaqiyatli ekanligini tahlil qilish, yangi mahsulotni ishlab chiqishda kompaniyaga katta yordam beradi. Raqobatni o‘rganishning asosiy maqsadi — bozorda o‘z o‘rnini topish, innovatsion yondashuvlarni joriy etish va raqobatbardosh ustunlikka ega bo‘lishdir.

**5. Marketing va sotish strategiyalari**

Mahsulotni muvaffaqiyatli bozorga chiqarish uchun samarali marketing strategiyasi zarur. Bu, avvalo, to‘g‘ri narxni belgilash, reklama va targ‘ibot faoliyatlarini rejalashtirish, mahsulotni bozorga chiqarishning eng yaxshi usulini tanlashni o‘z ichiga oladi. Sotish kanallari va mahsulotni iste'molchiga yetkazish usullari ham marketing strategiyasining muhim tarkibiy qismlaridir.

**Yangi tovar ishlab chiqarish strategiyalarining turlari**

**1. Innovatsion Strategiya**

Innovatsion strategiya yangi mahsulotlarni yaratishda asosiy rol o‘ynaydi. Bu strategiya yangi texnologiyalarni va bilimlarni o‘zlashtirish, yangi funktsiyalarni qo‘shish va bozorga yangiliklarni kiritish orqali amalga oshiriladi. Innovatsion mahsulotlar ko‘pincha yuqori qiymatga ega bo‘ladi va ular premium bozor segmentiga mo‘ljallangan bo‘ladi.

**2. Penetratsion Strategiya**

Penetratsion strategiya bozorga yangi mahsulotni kiritishda past narxlarni belgilashni nazarda tutadi. Bu orqali kompaniya o‘z mahsulotini tezda bozorga kiritib, bozorda katta ulushni egallashni maqsad qiladi. Keyinchalik narxni oshirish yoki mahsulotni yangilash mumkin.

**3. Skimming Strategiyasi**

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Skimming strategiyasi, odatda, yuqori narx bilan mahsulotni bozorga kiritishni anglatadi. Bu strategiya yuqori sifatli yoki innovatsion mahsulotlar uchun qo‘llaniladi. Raqobat hali yo‘q bo‘lgan va mahsulotning talab darajasi yuqori bo‘lgan bozorlarda samarali.

**4. Brend Strategiyasi**

Brend yaratish va rivojlantirish, yangi mahsulotning muvaffaqiyatini ta'minlashda muhim rol o‘ynaydi. Yangi mahsulotni brend bilan birlashtirish, uning bozordagi qadrini oshiradi va mijozlarning sadoqatini yaratadi. Brend strategiyasi yangi mahsulotni targ‘ib qilishda va uni iste'molchilarga tanitishda yordam beradi.

**5. Mahsulot Diversifikatsiyasi**

Diversifikatsiya – bu kompaniyaning yangi mahsulot turini ishlab chiqish va yangi bozorlarni kashf etishdir. Diversifikatsiya strategiyasi yangi tovarlar orqali yangi bozorlar yaratishga yordam beradi, shu bilan birga, kompaniyaning xavfini kamaytiradi.

**Yangi mahsulot ishlab chiqarishda yuzaga keladigan muammolar**

- **Iste'molchilarni jalb qilish**: Yangi mahsulotni ishlab chiqarishda iste'molchilarning qiziqishini jalb qilish qiyin bo‘lishi mumkin, ayniqsa, agar mahsulotni bozorga kiritishning o‘ziga xos yondashuvi bo‘lmasa.
- **Raqobatchilar**: Bozorda mavjud bo‘lgan raqobatchilarning mavjudligi yangi mahsulotni bozorga kiritishda to‘siqlar yaratishi mumkin.
- **Resurslar va sarmoyalar**: Yangi mahsulotni ishlab chiqish ko‘p vaqt va resurslarni talab qiladi. Shu bilan birga, bu jarayon katta moliyaviy sarmoyalarni ham talab qiladi.
- **Texnologik muammolar**: Yangi mahsulot ishlab chiqishda texnologik muammolar yuzaga kelishi mumkin, bu esa ishlab chiqarish jarayonini kechiktirishi mumkin.

**Xulosa**

Yangi tovar ishlab chiqarish strategiyasi kompaniyaning o‘sish va raqobatbardoshligini ta'minlashda muhim rol o‘ynaydi. Yangi mahsulotlar bozorga muvaffaqiyatli kirishi uchun bozor ehtiyojlarini, raqobatni va iste'molchilar xohishlarini to‘g‘ri tahlil qilish kerak. Yangi mahsulot ishlab chiqarish jarayonida innovatsiyalarni joriy etish, marketing strategiyalarini ishlab chiqish va samarali resurslarni boshqarish, kompaniyaning muvaffaqiyatli bo‘lishiga yordam beradi.

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